

INFORMATION LETTER

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NATIONAL CANNERS ASSOCIATION

For Members
Only

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FDA Commissioner Lerrick To Speak at Convention on Consumer Protection

The theme of the 1962 Canners Convention—"The Canning Industry and Consumer Protection"—will be the subject of a Research Session now being arranged by the N.C.A. George P. Lerrick, Commissioner of Food and Drugs, will be a featured speaker at this session, to be held Tuesday morning, January 23, at the Americana Hotel in Bal Harbour, Miami Beach, Fla.

Commissioner Lerrick has been invited to speak on FDA's responsibilities and activities in the field of consumer protection, and it is expected that he will give particular attention to the subject of factory inspection. With the increase in inspection activity in recent years the FDA has been training new inspectors and putting them in the field. Also, FDA officials have proposed a broadening of the agency's inspection authority under the Food and Drug Act. Among other things, it is expected that Commissioner Lerrick will discuss the scope of inspection authority, past, present, and proposals for the future.

1961-62 Canners Directory Issued by N.C.A.

N.C.A. has published its 1961-62 *Canners Directory*. Copies have been mailed to the headquarters office of each member.

The 1961-62 edition is the first issued since 1959. In that year the *Canners Directory* was put on an every-other-year basis by a special committee of canners, which also advised on content of the Directory.

The 1961-62 *Canners Directory* lists members of the N.C.A. and other canners of the United States, their headquarters addresses, factory locations, and the canned food products which they pack and/or sell. Members of the N.C.A. are listed in boldface type. The products listed for each canner are described substantially in the terminology and sequence reported by the canner.

The "Commodity Index" in the back of the Directory is designed to enable users to locate "who has what" most readily.

The Directory also lists N.C.A. officers and committees, the associations of the canning industry, and the members of the Canning Machinery and Supplies Association and the National Food Brokers Association.

Hearings Resume This Month On Packaging and Labeling

Additional public hearings on packaging and labeling of food and household products will be held on October 25, 26 and 27 by the Senate Antitrust and Monopoly Subcommittee. Senator Hart (Mich.), a member of the Subcommittee, will preside at the hearings in Washington, D.C.

According to Senator Hart's announcement this week, "this phase of the inquiry will hear from representatives of the industry spectrum between the consumer on the one hand and the producer [i.e., processor] on the other. This will include trade association representatives, container manufacturers, retailers both large and small, designers, researchers and wholesalers . . . The earlier hearings held on June 28, 29 and 30 heard testimony by a number of experts on consumer problems." (See INFORMATION LETTER of July 1, page 201, for a report of the previous hearings.)

In a speech to the Senate on September 23, Senator Hart summarized the results of the June hearings. "There are encouraging signs," he stated, "that as the result of the inquiry, industry is taking a hard look at its own practices . . . The National Canners Association has urged all members to review product filling operations and make changes where necessary. . . ." (See INFORMATION LETTER of July 22, page 213, for the text of the N.C.A.'s message to all canners covering the importance of maintaining uniform fill of containers and proper designation of net contents on the label.)

L. W. Beacham, Assistant Chief of the Food Division of the FDA, will be on the panel to outline regulatory requirements and answer related questions. Other panelists will be selected from the N.C.A. Research Laboratory staffs, the machinery and supply industry, and the canning industry to cover the aspects of continuous control of fill and mechanical filling operations.

The N.C.A. Research Laboratory mailed to all members this week a list of proposed questions which had been submitted by technical men in the industry. Members were invited to indicate their choices of questions to be asked of the panel at the Clinic.

Vegetables for Processing

Production of eight vegetable crops grown for commercial processing is 10 percent more than the 1960 production of the same crops and 20 percent more than average, according to the Crop Reporting Board of USDA.

On the basis of October 1 conditions, prospective production of the eight crops totals 7,419,810 tons. This is down slightly from the 7,498,070 tons estimated a month earlier, yet compares with 6,771,520 tons produced last year and the 1950-59 average of 6,205,320 tons.

Increases over last year's production are indicated for each of the eight crops—corn 25 percent, beets 24 percent, green lima beans 20 percent, snap beans 14 percent, contract cabbage for kraut 13 percent, green peas 6 percent, and tomatoes 4 percent. Production of winter and spring spinach was only nominally higher this year than last.

TOMATOES

The October 1 forecast of tomatoes for processing places the crop at 4,167,900 tons, the largest production since 1958.

Record yields were attained in Pennsylvania and Maryland. Cold, wet weather reduced crop prospects in Colorado and yields there are the lowest since 1955. Prospects in California also declined during September and the 1961 crop is now estimated to be about equal in size to last year's.

State	Sept. 1		Oct. 1		Percent change from 1960
	1960	Indi- cated	1961	Indi- cated	
	(tons)	(tons)	(tons)	(tons)	
N. Y.	113,800	115,000	119,600	+ 5	
N. J.	271,800	302,600	302,600	+11	
Pa.	134,400	166,400	172,800	+29	
Ohio	377,000	360,400	360,400	- 4	
Ind.	260,000	302,400	302,400	+ 8	
Ill.	129,600	136,400	127,600	- 2	
Mich.	84,200	82,800	80,700	+ 7	
Del.	27,200	28,500	30,400	+12	
Md.	94,600	92,000	110,400	+17	
Va.	45,200	55,000	55,000	+27	
S. C.	4,000	5,500	5,500	+38	
Fla.	40,700	56,500	59,200	+45	
Texas	30,000	42,500	42,500	+42	
Colo.	27,100	28,400	18,900	-30	
Utah	46,400	45,000	48,000	+ 3	
Calif.	2,249,000	2,400,000	2,350,000	...	
Other states ¹	64,170	71,450	72,900	+14	
U. S. Total	4,018,070	4,292,850	4,167,900	+ 4	

¹ Ala., Ariz., Ark., Iowa, Ky., La., Miss., Mo., Nebr., N.M., N.C., Okla., Ore., Tenn., Wash., W. Va., and Wis.

SWEET CORN

A record large crop of sweet corn for processing is indicated on the basis of October 1 conditions. The estimate is for a crop of 1,732,670 tons, 26 percent more than the 1,390,460 tons produced in 1960 and 24 percent more than the 1950-59 average.

State	Sept. 1		Oct. 1		Percent change from 1960
	1960	Indi- cated	1961	Indi- cated	
	(tons)	(tons)	(tons)	(tons)	
Maine	14,200	14,100	14,700	+ 3	
N. Y.	70,200	84,000	84,000	+20	
Pa.	20,400	30,400	32,300	+10	
Ohio	16,800	17,500	18,000	+11	
Ind.	38,900	40,500	45,000	+16	
Ill.	216,600	233,700	233,700	+ 8	
Wis.	262,000	371,000	381,000	+45	
Minn.	275,700	300,000	400,000	+45	
Iowa	17,400	18,300	19,200	+10	
Del.	16,700	19,500	20,600	+23	
Md.	99,700	93,000	93,000	- 7	
Idaho	61,700	61,000	61,000	- 1	
Wash.	105,700	122,500	122,500	+16	
Ore.	106,400	145,100	143,100	+34	
Other states ¹	58,160	62,070	63,370	+ 9	
U. S. Total	1,390,460	1,700,570	1,732,670	+25	

¹ Ark., Calif., Colo., La., Mich., Mont., Nebr., N. H., N. J., Okla., S. D., Tenn., Texas, Utah, Va., and Wyo.

GREEN LIMA BEANS

The forecast of green lima bean production places the 1961 crop at a record 123,300 tons. Prospects improved during September in nearly all producing states.

State	Sept. 1		Oct. 1		Percent change from 1960
	1960	Indi- cated	1961	Indi- cated	
	(tons)	(tons)	(tons)	(tons)	
Pa.	1,240	1,020	1,080	- 13	
Mich.	1,360	2,430	2,840	+100	
Wis.	5,580	5,780	6,380	+23	
Del.	15,200	13,840	13,840	- 9	
Md.	2,200	2,080	2,400	+ 9	
Wash.	1,380	2,700	3,000	+117	
Calif.	46,650	59,400	59,400	+ 27	
Other states ¹	29,470	31,650	33,860	+15	
U. S. Total	103,170	118,960	123,300	+ 20	

¹ Ark., Colo., Idaho, Ill., Ind., Iowa, Minn., Mo., N. J., N. Y., Ohio, Okla., Ore., Tenn., Utah, and Va.

CABBAGE FOR KRAUT

Packers of sauerkraut report an expected 1961 crop of kraut cabbage of 156,270 tons grown under contract. Total production of early fall cabbage is estimated at 468,000 tons, 2 percent less than in 1960 and 3 percent below average.

State	Sept. 1		Oct. 1		Percent change from 1960
	1960	Indi- cated	1961	Indi- cated	
	(tons)	(tons)	(tons)	(tons)	
Total ¹	84,100	29,600	30,600	32,300	
N. Y.	25,200	25,000	26,400	26,400	
Wis.	59,400	38,400	43,500	46,400	
Other states ¹	52,900	45,530	48,850	51,170	
U. S. Total	221,000	138,530	149,350	156,270	

¹ Total production includes tonnage obtained from contract acreage (footnote 2) and tonnage purchased on the open market.

² Contract acreage includes acreage grown by packers on own or leased land, acreage grown under contract with growers, and equivalent acreage for contracted tonnage.

³ Colo., Fla., Idaho, Ill., Ind., Iowa, Md., Mich., Minn., Mo., N. J., N. C., Ore., Pa., Tenn., Texas, Utah, Va., and Wash.

BEETS FOR CANNING

Production of beets for canning is estimated at 175,820 tons, 24 percent more than was harvested in 1960 and 11 percent above the 10-year average.

State	Sept. 1		Oct. 1		Percent change from 1960
	1960	Indi- cated	1961	Indi- cated	
	(tons)	(tons)	(tons)	(tons)	
N. Y.	47,700	61,100	61,100	+23	
Mich.	4,600	5,000	5,500	+20	
Wis.	39,100	50,900	50,900	+30	
Ore.	20,300	22,400	24,800	+22	
Other states ¹	30,400	33,000	33,520	+10	
U. S. Total	142,100	172,400	175,820	+24	

¹ Calif., Colo., Del., Ill., La., Md., Minn., N. J., Ohio, Okla., Pa., Tenn., Texas, Utah, Wash., and Wyo.

Deciduous Fruit Production

Total production of deciduous fruits is expected to be 9 percent greater than last year and 10 percent above average, on the basis of October 1 conditions, according to the Crop Reporting Board of USDA.

The estimated production of all crops except apricots exceeds that of last year, and only pears, apricots, and prunes are below average.

Increases over last year's production are indicated as follows: apples 15 percent, peaches 4 1/4 percent, pears 4 1/2 percent, and plums 3 percent.

USDA reported that harvest of apples, grapes, and some pears was continuing, but for all practical purposes the other deciduous fruits are finished. Cranberry harvest is still under way, with the total 1961 crop expected to be well above the 10-year average of 1,039,910 tons but still 9 percent smaller than the 1960 output.

Fruit	1960 (thousands of bushels)	Sept. 1 1961	Oct. 1 1961	Indi- cated	Indi- cated
Apples, all.....	108,515	125,185	125,225		
East.....	52,870	64,360	64,730		
Central.....	23,625	26,425	26,445		
West.....	32,020	34,370	34,000		
Peaches, all.....	74,315	77,292	77,662		
Calif. cling.....	25,502	27,502	27,711		
Calif. free.....	12,418	13,126	13,126		
Pears, all.....	20,621	26,225	26,821		
	(tons)	(tons)	(tons)		
Bartlett pears, 3 Pacific Coast states.....	424,250	437,500	450,000		
Plums, all.....	89,000	91,000	91,500		
Calif.....	82,000	84,000	84,000		
	Oct. 1 1961			Indi- cated	
	(barrels)			(barrels)	
Cranberries, all.....	1,340,700	1,234,000			
Mass.....	805,000	510,000			
N. J.....	85,000	105,000			
Wis.....	379,000	435,000			
Wash.....	42,700	126,000			
Ore.....	28,000	48,000			

Carryover Stocks and Season Shipments of Florida Citrus

(Florida Canners Association)

	Supply		Canners' Stocks		Season Shipments	
	1959-60	1960-61	Oct. 1 1960	Sept. 30 1961	Oct. 1 1960	Sept. 30 1961
(thousands of cases basis 24/2)						
Grapefruit juice.....	10,783	10,742	1,611	1,083	9,172	8,750
Orange juice.....	16,270	11,941	1,148	1,023	15,120	10,918
Combination juice.....	4,806	3,761	660	396	4,146	3,365
Grapefruit sections.....	5,033	5,042	717	679	4,316	4,163
Tangerine juice and blends.....	409	586	33	102	436	394
Citrus salad.....	780	671	315	215	405	450

1961 Packs of Canned Fruits in California

CALIFORNIA CANNED FRUITS*

	1960 (actual cases)	1961
Fresstone peaches.....	5,634,063	5,778,806
Cling peaches.....	24,980,501	26,156,283
Fruit cocktail.....	18,135,249	19,172,010
Fruits for salad.....	1,101,058	1,045,591
Mixed fruits.....	390,526	435,360
Spiced peaches.....	695,133	409,103

CLING PEACHES*

Container Size	1960 (actual cases)	1961
48/8Z.....	1,408,377	1,294,196
24/303 and 24/300.....	5,559,725	5,542,313
24/234.....	13,605,084	15,004,346
6/10.....	4,329,214	4,217,726
Misc.....	78,191	97,762
Total.....	24,980,591	26,156,283

FRUIT COCKTAIL *

Container Size	1960 (actual cases)	1961
48/8Z.....	1,801,237	1,649,730
24/303 and 24/300.....	9,706,837	10,545,947
24/234.....	285,633	241,057
24/234.....	4,575,843	4,824,050
6/10.....	1,659,080	1,856,523
Misc.....	16,619	54,694
Total.....	18,135,249	19,172,010

* The pack of canned fresstone peaches in California was compiled by the Canners League of California, and the packs of other canned fruit products were compiled by the Cling Peach Advisory Board, whose figures are subject to change on completion of audited pack figures in December.

Poultry Used in Processing

(Statistical Reporting Service
of USDA)

	January-August 1960	1961
(thousands of pounds)		
Young chickens.....	56,401	134,978
Mature chickens.....	122,880	149,313
Turkeys.....	51,174	75,763
Other poultry.....	162	25,418
Total, Jan.-Aug.....	230,617	385,472

Beginning with October, 1960, data on poultry parts and fat used in canning are no longer available by class of poultry and are included in "other."

Cooperative Advisory Group Reactivated by USDA

The reconstituted Cooperative Advisory Committee of the USDA held its first meeting October 4 in Washington, D. C. In opening the meeting, Secretary Freeman said that its purpose was to discuss procedures and general policies the committee would adopt.

The Secretary also restated the Department's policy toward cooperatives—that the Department "shall seek to expand the horizons of cooperatives in America—to explore whether there are ways by which cooperatives can contribute more to strengthening the bargaining power of farmers—to consider how cooperatives can so function that they contribute to the public interest of the nation as well as the interest of their members—and to urge that they seek to develop ways in which they can contribute to furthering the cause of freedom and democracy in the world."

Representatives of the committee who attended the organization meeting were J. K. Stern, American Institute of Cooperation; Jerry Voorhis, executive secretary, The Cooperative League of the U.S.A.; Kenneth Naden, National Council of Farmer Cooperatives; Clyde T. Ellis, general manager, National Rural Electric Cooperative Association; Patrick Healy, assistant secretary, National Mills Producers Association, and Roy T. Hendrickson, executive secretary, National Federation of Grain Cooperatives.

According to the USDA announcement regarding the meeting, the committee discussed four areas for cooperative activities in the Rural Areas Program, in foreign programs, in farmer-consumer relationships, and in the legislative field.

Copy for Farm Food Editors

Some 50 women farm food editors, members of the Farm Food Editors Association, were entertained at luncheon October 6 at the New York offices of Dudley-Anderson-Yutzy, in behalf of N.C.A. and other food clients.

They were given kits of material which included a press story "What About Canned Food Nutritive Values," and another on the contribution of canning to the agricultural economy. Other N.C.A. items in the handout kit were the Labeling I-Q game, the new labeling leaflet and the Canner's View Map, items that have been produced under the N.C.A. Consumer and Trade Relations Program.

Mexican Farm Labor Program

"The farm labor problems of tomorrow will be solved less and less through the use of Mexican farm workers," according to Robert C. Goodwin, Director of the Bureau of Employment Security of the U.S. Department of Labor.

In an address to New Mexico employment security personnel in Las Cruces October 13, he made these points regarding future farm labor trends:

"It is going to be increasingly necessary to develop adequate plans for recruiting more qualified domestic workers who can handle the complicated machinery and techniques which more and more are in use in modern agriculture.

"Effective training programs must be initiated so that more local people will be able to perform year-round tasks on tomorrow's farms, especially on large corporate and highly mechanized farms.

"Improvements in wages and working conditions will be necessary in certain areas before domestic workers can be recruited successfully."

Legislation extending the Mexican farm labor program for two years was enacted recently as P.L. 87-345 (see INFORMATION LETTER of Oct. 7, page 262).

Reorganization of BDSA

Charles A. Lewis, Director of the Containers and Packaging Division of the Business and Defense Services Administration, U. S. Department of Commerce, has been promoted to a newly created high level position in the BDSA.

Reorganization of the BDSA was begun in August. In a further reorganization, just announced, three new offices have been created.

Mr. Lewis becomes Director, Office of General Products and Services. In that position he will supervise seven BDSA industry divisions, including the Containers and Packaging Division and the Food Industries Division.

The new Director of the Containers and Packaging Division is Albert B. Clunan, who has been in the Division for 11 years, in charge of activities relating to flexible packaging. Jacob M. Schaffer continues as Director of the Food Industries Division.

U.S. Food Supply Lauded at Congress on Medical Quackery

"Foods, not pills, are the best sources of vitamins, minerals and other nutrients," according to George P. Larrick, Commissioner of Food and Drugs, in a statement issued in connection with the National Congress on Medical Quackery held in Washington October 6-7.

The FDA statement said:

"It is not true that the American food supply is deficient in vitamins, minerals, and other essential nutrients. This is the 'big lie' of nutrition quackery. It is the theme song of a persistent propaganda campaign to undermine public confidence in the nutritional adequacy of staple foods, and thereby to 'soften up the market' for special dietary products.

"The truth is that the American food supply is unsurpassed throughout the world in both quantity and nutritional value. Our farming and food processing industries have provided the American people with an ever-increasing variety of wholesome and nutritious foods."

Commissioner Larrick said that there are three major kinds of quackery, one of which is the "pseudo science in nutrition" which he described as "the promotion of vitamin products, special dietary foods, and food supplements."

Also, the Commissioner said that "Food quackery today can only be compared to the patent medicine craze which reached its height in the last century. Especially disturbing is the tendency shown by some big and

hitherto respected food concerns to use quackery in their sales material."

The National Congress on Medical Quackery was sponsored jointly by the American Medical Association and the FDA, to discuss all phases of the quackery problem, which is broadly defined by the two sponsors to include misinformation and illegal practices of all kinds which are detrimental to health.

Dr. Fredrick J. Stare, chairman of the department of nutrition at Harvard University, declared at the Conference, "No one food is essential to health. Some 60 nutrients are. By eating a varied diet, from foods available in any grocery store, you will get them. Have confidence in America's food industry. It deserves it."

Raw Products Research Group

Alvin C. Moll, Chairman of the N.C.A. Raw Products Committee, announced last week the appointment of Carl G. Smith of Gerber Products Company as Chairman of the N.C.A. Raw Products Research Committee. Mr. Smith succeeds W. D. Tyler, who became executive secretary of the New York State Canners and Freezers Association October 1.

The Raw Products Research Committee is composed of 22 technical representatives from the industry. It is advisory to the Raw Products Committee and works closely with the Raw Products Research Bureau in keeping abreast of research on raw product production, harvesting, and handling problems conducted by state and federal agricultural experiment stations and the allied industries.

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